

Lithrones power Wansheng

Wansheng Color Printing, Yiwu City, Zhejiang, China



Zhao Pin Hui, President

Established in 2002, Wansheng Color Printing has developed into one of the most well known private printing companies in Zhejiang Province, operating from its production base in Yinan Industrial Park in Yiwu City, Zhejiang. In just seven short years, Wansheng has become a printer with production space of 15,000 square meters, close to 300 employees, and an annual output of 120 million Chinese yuan. It is one of only a few printing companies with a printing permit in Yiwu City. Its production process includes an integrated workflow for design, plate-making, printing and postpress. The firm produces various printed materials, elaborate bound books, sample picture books, paper bags and business cards.

Zhao Pin Hui, president of Wansheng, has led the way by perceptively seizing new business opportunities in the market. Reflecting on the company's founding, President Zhao says, "At the time, our company had only two presses – both used. Three months after starting the company, we discovered that package printing work was extremely competitive. This specialty

also required substantial financial backing and involved waiting a long time to get paid for finished work. There was strong demand for commercial printing in the market, but we discovered that most orders for commercial work were flowing to printing companies outside the region. No printing company in Yiwu City specialized in commercial printing. Therefore, we changed our equipment, improved printing quality, and reoriented our operations with commercial printing as our main business and package printing as a supplementary service." After securing a foothold in the Zhejiang printing market, Wansheng grew at a phenomenal rate thanks to its advantageous market positioning.

An inseparable bond with Komori: Purchasing six of the newest Komori presses in six years

In 2002, Wansheng Color Printing began to comparison shop for a new press. After careful analysis of different presses and manufacturers, they decided to purchase a Komori L-428

press. The company has had an inseparable bond with Komori ever since. Growing with remarkable speed, Wansheng installed a total of six Komori presses – an LS-540, three LS-440s, and two LS-429s – in just six years, developing into a full-service printing company with a comprehensive range of postpress equipment. It invested in two Komori offset presses in 2009, and its rate of growth is pre-eminent in the Yiwu printing market.

His voice filled with emotion, President Zhao sums up this period: "In retrospect, our choice at the time was certainly the correct one. By introducing Komori's 40-inch 4-color offset press, we were able to take advantage of opportunities in the market, and we gradually expanded the scale of our commercial printing business, developing into the leading high-end printing company in Zhejiang Province."

Unquestionably the best choice

President Zhao is lavish in his praise of Komori and absolute in his conviction that Komori's presses offer unsurpassed ease of operation and highly customized designs. As President Zhao notes: "The only way printing companies can guarantee production output and honor deadlines is by continually increasing production efficiency, stabilizing printing quality, and installing equipment that requires little maintenance. Komori's offset presses ensure that we attain these goals – day in and day out. These machines – with their outstanding dot reproduction and extremely consistent printing quality – supported our growth into a high-quality printing company. In today's printing market, competition is fierce. And printing companies must constantly confront the challenges of reducing production costs and expanding profits. Komori's offset presses provide us with the optimal solution because they are energy efficient and environmentally friendly, with outstanding cost performance."

Komori has 'won our hearts'

During Wansheng's seven years of rapid growth, AFA Printing Machinery Co., Ltd. (AFA) has been unstinting in its support as the distributor of Komori presses. President Zhao says: "AFA is an extremely young team, full of vigor and spirit, and they dedicate themselves to helping users like us, from sales to after-sales service. Their customized service has won our hearts."

President Zhao beams when he speaks of his sheer satisfaction with Komori and his hopes for the future: "We began our collaboration with Komori in 2002, and we have walked

side by side for seven years. As a Komori user, we are delighted that the market share held by Komori presses is steadily increasing – to see that other users share our high regard for their print quality and after-sales service. At the same time, we hope that Komori will step up even further and focus more on the actively growing Chinese market."

"The only way printing companies can guarantee production output and honor deadlines is by continually increasing production efficiency, stabilizing printing quality, and installing equipment that requires little maintenance. Komori's offset presses ensure that we attain these goals – day in and day out."

Zhao Pin Hui, President

In Wansheng's sights: LS-40SP/P

According to President Zhao, the Yiwu printing market is deeply connected to the Yiwu retail goods market: "Yiwu belongs to Zhejiang Province, Yiwu belongs to China, Yiwu belongs to the world, and the printing market is a major window from China to the world. Therefore, enormous business opportunities exist for Yiwu's printers. As a merchant in Yiwu, we have a clear objective: to win the trust of the market by providing high quality products and highly efficient services in the high-end printing market. Within the next two to three years, we plan to purchase either a Komori high-spec SP series or P series offset press. We are extremely confident and hopeful for the future of Wansheng Color Printing and for Yiwu City as a whole."

Rising 'China Commodity City' of Yiwu

As President Zhao notes, the Yiwu printing market is closely tied to the Yiwu retail goods market – and this close connection is because of a dynamic city within a city. The China Commodity City in Yiwu City, Zhejiang Province, opened for business in 1982 and currently occupies an area of over 800,000 square meters. The market features 34,000 retail booths and 80,000 employees, and boasts an average of more than 200,000 customers per day. Products from the China Commodity City are exported to over 180 countries in Southeast Asia, the Middle East, Europe and the US. Unsurprisingly, exports account for 50 percent of the total annual trade. Over 60 percent of the merchants selling at the China Commodity City have overseas business. Currently, there are over 5,000 foreign merchants residing in Yiwu and over 200 foreign companies with offices in the city.

The Swiss watch of São Paulo

Pancrom Indústria Gráfica, São Paulo, Brazil



Klaus Murrins, Director

In 2010 Pancrom Indústria Gráfica will celebrate its 65th year of success in the printing business. Approaching this milestone, the printer is proud to be one of the highest quality print producers in the commercial, editorial and luxury packaging markets for Latin America.

With more than 300 employees, Pancrom occupies an 18,000-square-meter facility in the Cambuci district near downtown São Paulo, Brazil. Pancrom has pioneered in the search for new technologies – always looking for greater efficiency and more customization to thrive in a competitive market, always eager for innovation and demanding of perfection. The company specializes in promotional products, such as displays, flags and folders, as well as corporate presentations, company reports,

magazines, art books and special packaging. These products often demand special handling – from prepress to printing and finishing as well as strict deadlines and complex logistics with distribution throughout Brazil and Latin America.

A move to quality

Because of exacting customer demands, Pancrom's machinery must be the most efficient and productive available. In the past, Pancrom was a user of Roland presses, when Roland was the leader in the Brazilian market. In the late 1980s and early '90s, Pancrom switched gradually to Heidelberg presses when this brand became strong in Brazil. Now Pancrom has its first Komori eight-color Lithrone S40P perfecter with coater (and also a four-color Spica 29P

“We are very pleased with the Lithrone’s performance – it has met and surpassed all of our technical needs. In fact, the Komori press has the highest productivity at Pancrom, showing a monthly productivity higher than any other press has ever achieved at Pancrom. The Lithrone provides a significant cost reduction and also a decrease in production times, although we don’t have exact figures yet.”

Klaus Murrins, Director

perfecter for its sister company Printcrom). In pursuit of the best printing quality, Pancrom chose Komori. And Pancrom Director Klaus Murrins describes his absolute satisfaction with the choice, “We are very pleased with the Lithrone’s performance – it has met and surpassed all of our technical needs. In fact, the Komori press has the highest productivity at Pancrom, showing monthly productivity higher than any other press has ever achieved at Pancrom. The Lithrone provides a significant cost reduction and also a decrease in production times, although we don’t have exact figures yet.”

Pancrom also has a branch office in Rio de Janeiro, which handles prepress work and digital proofing. Pancrom-Rio is connected to Pancrom-São Paulo through a system that allows the transmission of data in real time, making it possible to offer quick turnaround for orders coming from the Rio de Janeiro office. After processing and printing the data from Rio, Pancrom-SP delivers the printed and finished products back to Rio de Janeiro.

Raft of top awards

To Pancrom, quality is paramount and must be present at every stage of production – from the receipt of job, follow-up, prepress, job preparation, customer support, graphic production, printing, finishing and final deliv-

ery of the finished job to the user or agency. Because of its emphasis on quality, Pancrom has won every important national and international printing award, including Sappi Printer of the Year (worldwide), the Theobaldo de Nigris award (Latin America), the Fernando Pini award (the most esteemed Brazilian award of graphic excellence), and the Caboré award (the highest award in the marketing industry in Brazil, for Supplier of the Year).

Pancrom’s many customers include marketing and promotional agencies, design businesses, editorial offices, pharmaceutical companies, construction and real estate firms, banks and car manufacturers. The food, education and tourism industries also belong to the roll of customers assisted by Pancrom.

‘Works like a Swiss watch’

Mr. Murrins attributes the success of the company to the perfect integration between its equipment, materials and staff. As he says, “The printing shop works like a genuine Swiss watch. The service provided by Gutenberg, our Komori distributor, has been outstanding – even though there haven’t been many opportunities to test Komori’s technical service because the press just doesn’t have glitches. Everything works together just as it should.”



The 13-unit Lithrone UV press

Jones Packaging, London, Ontario, Canada



Jones Packaging located in London, ON Canada is one of the largest producers of pharmaceutical packaging in North America

When you walk in the door of Jones Packaging, located in London, Ontario, innovation is the first word that comes to your mind – and their corporate tagline, “Think ahead of the box,” proves it. Jones is a leading manufacturer of packaging for the pharmaceutical and confectionery industries, and is now home to one of the most distinctive Lithrone S40 configurations in the world. The 13-unit press has nine printing units, two coaters, two drying units and is equipped with UV. “We took a look at how the market was changing and what the trends in packaging were. Clearly, we needed a press that could complete a number of processes in-line and also enable us to provide design consultation for our customers to differentiate their product in the marketplace,” says Ron Harris, co-CEO of Jones Packaging.

Growing with the pharma industry

Jones was founded in 1882 by Henry Jones to serve the Canadian pharmaceutical market, and was formally incorporated as Jones Box & Label in 1920. Through the years, the company grew to serve customers around the globe, and in 1988 acquired a folding carton company in Guelph, Ontario, to serve its expanding market. In 1995, the name was changed to Jones Packaging to more accurately reflect the company’s growing and varied product

line, which ranges from pharmaceutical blister card dose packs to candy packaging. In recent years, the breadth of activities has grown with the acquisition of the U.K. leader in monitored medication dosage systems and a contract packaging firm in Brampton, Ontario.

UV for over-the-counter products

The market drove Jones to search for an innovative press configuration. “A number of factors were driving our decision. We were starting to see a greater demand for more colors from our customers, so we knew we needed to expand beyond a six-color machine. We had some experience with UV, and were seeing that many of our customers were looking to enhance their packaging, especially on their over-the-counter products,” says Harris. The desire to add specialty coatings also drove the press configuration. Harris explains: “There is a wide range of special effects you can achieve with coatings. With the use of metallic coatings, textured coatings, and even heat sensitive and scented coatings, you can create the unique look that our customers want. Plus, with sustainability issues becoming increasingly critical in the packaging market, coatings will play an even greater role in brand differentiation.” Market trends also made a more automated, efficient press a necessity. “The

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Ron Harris, Co-CEO



Komori America President Kosh Miyao inspects a sheet printed on the new LS40 at Jones Packaging.

accounts. “We’re not a folding carton company – we’re a packaging company. That allows us to sell packaging, labels and inserts to our customers. And with the ability to add new and different design and printing effects, we feel very positive about the future.”

‘Completely customer driven’

Harris believes the strength of the Jones Packaging organization also plays a part in its business growth: “Customers are focused on quality, and that’s one of our guiding principles. Plus, we’ve been around for almost 90 years. We’re a stable company and I think that’s even more important given the current economy. Most of all, we are completely customer driven – and that flows through our entire organization. Our employees, our equipment, our business processes – all are geared to one common goal of ensuring that our customers are completely satisfied.”

Harris admits that installing a press with advanced automation and the ability to provide a wide range of specialty coatings and effects has been a daunting task: “It’s a lot of machine and a lot to learn and we believe we’ve only scratched the surface of what this press can provide. We’re looking forward to working with Komori and our customers to see just how far we can go – and for us, the sky is the limit.”

trend is for shorter runs, faster turnaround times and reduced cost. We needed a press that would satisfy our business needs and our customer requirements,” Harris says.

When choosing a supplier for this specialty press, Jones did its homework, and examined several different vendors. “I think what led us to Komori was your position in the marketplace and the outstanding performance we’ve had from our Komori press in our Guelph plant. Plus, our philosophies are in sync. Though it is an overused word, we partner with our customers, and look for vendors who will partner with us as well. Komori seemed like the perfect fit,” Harris continues.

Big role in building brand ID

Jones plans to stay focused on its core customer niche, the pharmaceutical industry. “Our existing customers are looking for more specialized products, and we think we’re positioned to excel in that arena. We’ve made significant investments not only in our pressroom but also in prepress to add value. What we can do from a graphics and structural design perspective is really amazing. With this degree of technical capability, we expect our customers to move their brand ID up to the next level.”

All the new technology, Harris believes, will help the company sell deeper into existing



The specialty configuration UV press at Jones Packaging has two coaters, two drying units and nine printing units.

'Our products will soar'

Kyodo Nation Printing, Samutprakarn, Thailand



Manabu Takahashi, CEO

Location, location, location

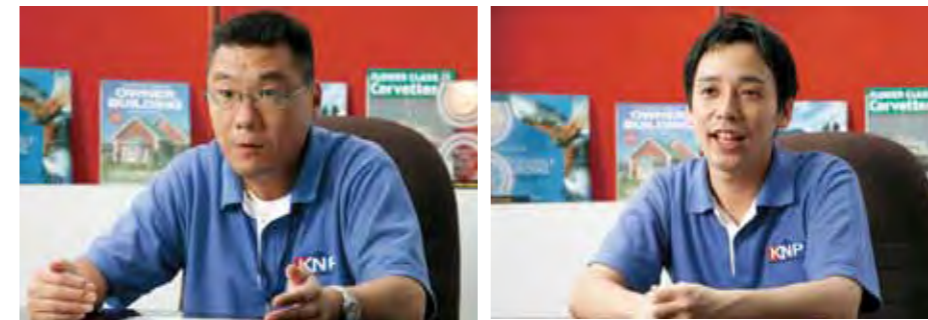
Located approximately 30 kilometers east of Bangkok, Thailand, Kyodo Nation Printing Services is perfectly positioned for both domestic transport and overseas export – close to a highway entrance, approximately 40 kilometers from Bangkok Port, 100 kilometers from Laem Chabang Deep Sea Port, and 15 kilometers from Suvarnabhumi Airport (New Bangkok International Airport). Singapore was previously Kyodo Printing's center for overseas orders and production, but around 2005 in an effort to lower costs the company began to focus on relocating its production center. Several countries in Southeast Asia were considered as candidates because of their potential to reduce paper and labor costs and to facilitate the expansion of Kyodo's area of operations.

Thailand's abundant advantages

Thailand, however, was the strongest candidate because of several factors: government

policies to promote the printing industry to turn Thailand into a printing hub, including the abolition of import taxes on printing materials and press plate materials, a high quality labor force, a strong distribution infrastructure, a high per capita GDP, and the decision by large corporations such as car manufacturers to establish production centers in Thailand.

Kyodo Nation Printing Services was born in January 2007 through a joint venture with a subsidiary of Nation Multimedia Group, one of Thailand's leading multimedia companies, with the aim of expanding operations in the Thai market as the first step in entering the global market. *On Press* interviewed Chief Executive Officer Manabu Takahashi about publishing in Thailand and his company's advantages. We also talked with Production Director Tatsuo Nishino and Technical & Production Advisor Katsuyuki Ogawa about the reasons for selecting Komori presses and their evaluation of the machines.



Left: Tatsuo Nishino, Production Director
Right: Katsuyuki Ogawa,
Technical & Production Advisor

The publishing market in Thailand has great potential. We hope to grow our base here and expand our share in the global market. We believe our products will soar.

Thailand's publishing market had a turnover of 18.9 billion baht (about 568 million US dollars*) in 2008, which was a slight increase from 2007. On average, 1,112 titles were issued every month in 2008, with Thais purchasing approximately two books a year per person at a cost of approximately 300 baht (9 US dollars). Although these figures do not come close to those of developed countries, comic books and novels are popular among young children and teenagers, while literature on Buddhism and personal development is becoming increasingly popular among working people.

Although we are already working with companies in the UK, Australia and the US to export deluxe edition books, we have been receiving more inquiries this year from new large- and medium-size publishing companies in Thailand. Our strict management of product quality and delivery dates is very well known, and I expect orders to increase in the future. We want to establish ourselves in Thailand's market and then expand our share in the global market by further strengthening our cost competitiveness, product quality and planning power.

Lithrones motivate the labor force

We feel confident about Komori presses not only because of their high performance but also because of Komori's solid customer support. The presses also lead to increased motivation among our workers because of their reliability and ease of operation.

The reason we introduced the double-sided five-color Lithrone 40SP press was to make our operations more efficient. The work we do for our main customers requires us to change only the text, leaving the artwork unchanged. With this press we are able to change only the text plate. It is the main breadwinner for our com-

pany at present. Also, jobs for the Thai market such as cover pages that require five colors are increasing, and the L-540SP is useful for this demand as well.

The flexible LS40P

We were seeing an increase in overseas orders for two-color textbooks and, at the same time, due to a steady increase in four-color jobs, we wanted to increase our four-color printing capacity. We decided to introduce a four-color Lithrone S40P perfecter to shorten turnaround times on two-color printing and to ensure greater capacity for multicolor printing. This press is our first press with a sheet reversing mechanism. Once we overcame some shakedown difficulties, it became one of our main presses, handling both two-color and four-color work.

Regarding Komori's after-sales service, we enjoy the same exceptional service from Komori's Thai engineers that we received in Singapore. We have high expectations for the Komori School[†] in Malaysia and also greatly value the parts center in Singapore. Both have a great reputation among the Thai workers, who are very enthusiastic about acquiring new expertise.

* Dollar amount converted from baht at the foreign exchange rate as of December 1, 2009.

† A part of the Komori Asia Technical Service Center, established in 2008 to accelerate service responsiveness.



Springboard for success

Siam Toppan Packaging, Samutprakarn, Thailand



Shintaro Shimamune, Managing Director

Toppan Printing*, a leading printer not only in Japan but all over the world, operates many overseas facilities. One business, Siam Toppan Packaging, is performing exceptionally, thanks to its convenient location and high production capabilities. Toppan Printing focuses on the production of security documents and cards, including IC cards and passports, commercial printing, packaging, publication printing, and the manufacture of high performance components, décor materials, and display-related and semiconductor-related products for the electronics industry.

Siam Toppan Packaging is an overachiever in the packaging field. Its paper containers are known throughout the industry for their high quality finish. Siam Toppan has received numerous awards from organizations such as the Thai Packaging Association and the Thai Printing Association. *On Press* interviewed Mr. Shintaro Shimamune, managing director, about the company's origins, its position in the market, his opinion of Komori presses, and his vision for the future of the company.

When starting a business project, you always want to be number one. Siam Toppan Packaging began with this basic entrepreneurial ideal, when Toppan Printing and Siam Cement Group, a leading corporate group in Thailand, agreed to set up a joint venture. Despite the language barrier and cultural differences, Siam Toppan has achieved solid results since it started in 1990 thanks to abundant raw materials, its strong workforce, and its convenient location.

Toppan Printing handles a wide variety of packages including paper containers, flexible packaging, paper cups, corrugated boxes, plastic molded products, and liquid containers. In the Asian region, Siam Toppan produces paper containers and offset corrugated boxes. Toppan Printing's Indonesian subsidiary handles flexible packaging, and the China plants make flexible packaging, paper containers, and corrugated boxes.

Our company uses two systems, Total Quality Control (TQC) and Total Productive Maintenance



TPM), to streamline production and ensure superior product quality. Siam Toppan is the first offset printing and packaging company to receive ISO 9001 accreditation in Thailand. Since our founding, we have created graphic designs using a CAD/CAM system. We use a sample cutter to quickly create accurate samples, and we send information from the system to a laser cutter for die making. All of the dies are made in-house. We have a one-stop integrated production system, from the receipt of orders to the delivery of products.

From Thailand to the world

In the paper container field, we have the best track record in Thailand. Although almost 90 percent of our products are delivered within Thailand, approximately 35 percent of the products packaged in our paper containers are consumed in Japan, 16 percent in the EU, and 14 percent in the US. End users around the world see our products – and our mission is to ensure that these products are the highest quality possible. In the past few years, we've received an increasing number of orders from the food and toiletries industries, and Komori's presses are helping us tremendously in meeting the requirements of these demanding customers.

So far, we have installed six presses, the most recent being an LS-740+C that was commissioned in 2007. Our customers place the highest priority on hygiene, and the performance of the coater incorporated in the LS-740+C is critical to delivering products that are completely safe for consumers. We also appreciate Komori's thorough after-sales service and their quick response to problems. We did a thorough comparison of the performance of Komori presses and those of other companies. The Komori presses far exceeded every other machine. In addition, we have installed a sheet print inspection system, the only one in Thailand, to ensure the quality of our products.

The three 'ones'

In adhering to our philosophy of 'Excellent package, best service to the world,' we pursue the three 'ones,' goals we must attain to win in today's tough business environment.

The first of the three 'ones' is to be 'number one.' Our goal is to have the top share in the paper container industry and to expand the number of customers and types of paper containers we offer. The next is to be the 'only one.' We differentiate ourselves from our competitors through a UV strategy, coater technology, and original products. The third is to be the 'next one.' We will anticipate market trends and make breakthroughs to reach the next level.

Our employee slogan is TOP. 'T' is for teamwork, 'O' is for ownership, and 'P' is for professional. TOP reflects an ideal our employees strive for – to improve some aspect of their work every day.

Currently, as part of our sales expansion, we are planning to build a new clean factory that will target food and medical packaging in anticipation of increased market demands for quality in these segments. The first period of construction will be completed and operation will start in 2010. With this cutting-edge factory, I am confident we will be able to create products that go beyond meeting the needs of our users. We will be able to produce 'creations' and show our commitment to product quality and craftsmanship. Finally, we want to make progress while deepening our involvement with the people of Thailand.

* Toppan Printing Co., Ltd.: Consolidated revenues of 16,465 million US dollars as of 2009 from the 2009 annual report.



Boccia finds the perfect fit

Arti Grafiche Boccia, Salerno, Italy



Onofrio Boccia, President

Innovation, flexibility, diversification: three winning weapons Vincenzo Boccia has deployed to successfully take on the current economic crisis. In Salerno, Italy, Vincenzo and his brother Maurizio are further developing Arti Grafiche Boccia, the printing enterprise that their father created in the 1950s. Today, Arti Grafiche Boccia has nearly 130 employees and a turnover of almost €33 million, 30 percent owing to exports. Their core business, the printing of specialized magazines, contributes over 65 percent of the total. The company is also strong in newspaper printing (almost 15 percent) and label printing (15 percent) for water bottles and cans of peeled tomatoes from the Naples area.

The Boccia brothers have invested some €30 million in new presses and equipment during 2008–2009. They acquired two 32-page, five-printing unit Komori web presses, water-based coating equipment and special Ferag and Seghert lines for automatic stapling and covering. *On Press* sat down with Vincenzo to discuss their new Komori presses and their plans for successfully weathering the economic crisis.

“Tomorrow, any of our competitors might buy the same presses and equipment that we have here. What then makes the difference is the very company in its entirety, the way it is organized and, vitally important, the human factor. Yes, possessing good presses is not enough if the company’s ‘pilot’ is not up to the mark, just as a Ferrari does not perform at its best without a good driver.”

Vincenzo Boccia, Managing Director

Thirty million euros is almost equal to the company’s turnover. Considering the ongoing economic crisis, if you could take a step backward would you still make this investment?

“Yes, certainly,” says Vincenzo. “Today, and I have in mind all printing companies, not only AGB, just reaching the break-even point is no longer enough. What’s more important is the run break-even point. But to reach this point, you have to be backed up by great technological capability and strong production flexibility. And let me also add that technologies can easily be copied. Tomorrow, any of our competitors might buy the same presses and equipment that we have here. What then makes the difference is the very company in its entirety, the way it is organized and, vitally important, the human factor. Yes, possessing good presses is not enough if the company’s ‘pilot’ is not up to the mark, just as a Ferrari does not perform at its best without a good driver.”

So the investment in these two Komori presses was aimed at reaching the run break-even point?

“Our goals were more flexibility and greater production capability. Today, in part due to the economy, with decreasing newspaper and magazine runs, and in part because of Internet competition, nobody can predict how the market is going to evolve. What products will prevail? What products will contract or even disappear? This is why I believe that today’s winning model is not the hyper-specialized printing company but rather the diversified company that finds a way to widen its product family. And this is what we are actually doing.”

How are you using your new Komori presses?

“As noted, we had a twofold objective in buying the Komori machines: more power and more flexibility. So, rather than buying one 48-page press and one 64-page press, we bought two 32-page presses that together can also print 64 or 48 pages. These two Komori presses are really innovative and they have

been additionally configured with special delivery lines to automatically trim, staple and cover the printed material. This is what added value is all about and we believe we will be able to use it to access the collaterals market. But we chiefly wanted these two Komori presses to increase our productivity in the specialized magazine market. However, since they are hybrid presses, they are suitable to more than one use – for instance, for the mega-distributors that we also want to address. Besides, improving technologies means reducing costs and time as well as headcount. Thus, we have invested considerably in the preprint processes by acquiring two new Lusher CTP units and robotized lines for the loading and delivery areas.”

Innovation, flexibility and diversification: are they sufficient to beat this current crisis?

“Only time will tell. What I can say is that although our workload in newspaper and magazine printing has somewhat contracted, we are still holding our own. As a matter of fact, at the end of the first quarter of 2009, we have a higher turnaround than last year’s first quarter. I attribute this to our investment policy and production diversification. We are convinced that this is an all-round match. And this crisis has shown that analyzing the printing sector generically is meaningless. We should analyze individual companies. Overall, the printing industry is slipping everywhere in Europe. Some are doing well and some others aren’t. But this is the great challenge companies are facing: how to transform from simple printers to real printing entrepreneurs. This means that simply possessing mere shop know-how is not enough anymore. What is needed is overall business management know-how.”

Are printers making the changes that are necessary to survive?

“In some cases, yes. The ongoing recession, however, is an emergency situation that leaves little maneuvering space. Errors are not

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Vincenzo Boccia, Managing Director



From left: Onofrio Boccia, President, Vincenzo Boccia, Managing Director, and Maurizio Boccia, Factory Manager

allowed anymore, for the market will make you pay for them dearly. Companies facing tough times without having prepared will suffer much more. Competence, quality, innovation, and, above all, a winning team: you cannot buy all these things in the market nor can you implement them instantly.”

To what extent does the company size matter?

“Before expanding the business here in Salerno, we once thought about acquiring a production facility in north-central Italy. However, since we were a relatively young company, we soon understood that it was far more important for us to strengthen our position in our reference market. As for size, big companies are not always successful. What makes the difference is the human factor and the level of automation. For this reason I believe that the winner isn’t necessarily the large company, but rather a company that is strong.”

One last question: when will this crisis end?

“I do not see recovery signs yet, only adjustments. And I believe that problems may even increase.”

The AGB Mission Statement

HERE IS WHY WE WILL NEVER BECOME NUMBER ONE...

...nor number two, three, seven or any other number for that matter. The only metric that matters to us is that by which customers determine the best printing company for value and reaction speed.

If we were simply machines, we would probably be one of the many existing large, technically-oriented printers.

However, we have chosen to give priority to the only machine capable of intuition and intelligence: Man. AGB’s men and women who share the same entrepreneurial spirit and for whom the competition is only a nudge toward improvement.

Cloître takes CIPPI award

Cloître Imprimeurs, Saint-Thonan, France



Jean-Yves Lenormand, CEO

meticulously carried out through February 2009, progressively involving all stages of prepress, press and postpress. Presently, the automated workflow features the GamSys MIS, the Kodak Prinergy system for prepress administration, and an LS-840P with K-Station and KMS. Last but not least, the setup features a saddle stitcher from Müller Martini.

Jean-Yves Lenormand describes the system: “The implementation of this automated workflow by Cloître Imprimeurs is evidence of our partners’ capacity to communicate, exchange information, and work together toward establishing interfaces for their hardware and software, making full use of JDF and JMF – the standards acknowledged by the industry.”

Prior to this automated workflow, the complete prepress, press, and postpress process at Cloître Imprimeurs involved issuing a job ticket on paper. Updates of the job had to be introduced manually to the management system, and the job ticket had to be re-input at the end of each stage of the production process. Every time manual updates were made, time was wasted and the risk of error was present.

The new system ensures the automatic transfer of production parameters, from the management system to each component of the production workflow down the line. Also, a set of parameters, reporting both job status and real consumption of material such as plates, paper and ink per job, is automatically sent from the production units to the management system.

Toward better customer service

By implementing an automated workflow, Cloître Imprimeurs aimed to streamline its production process and decrease its impact on the environment – aims that perfectly reflect Komori’s fundamental philosophy. Jean-Yves Lenormand explains that the current optimized production workflow, with real-time automatic reporting of production to the management system, allows them to keep their clients better informed and gives their employees time to improve and develop professionally.

Jean-Yves Lenormand concludes: “The automated workflow gives us the capacity to serve our clients better – and that is the best reward ever.”

The International Cooperation for the Integration of Processes in Prepress, Press and Post-press (CIP4) organization announced the 2009 winners of the Jürgen Schönhut Memorial CIP4 International Print Production Innovation (CIPPI) Awards at a reception held in September at Print 2009, in Chicago. Cloître Imprimeurs of Saint-Thonan, France, was among the winners: the French company was recognized for the automation of its production flow.

Komori, GamSys, Kodak, and Müller-Martini leaders gathered at a press breakfast in Paris on Friday, October 16, and officially presented Mr. Jean-Yves Lenormand, CEO of Cloître Imprimeurs, with the prize won by his company. CIP4, whose mission is fostering the adoption of process automation in the printing industry, annually presents the CIPPI awards to the printers, publishers or prepress services with the most compelling case study in automation implementation. Cloître Imprimeurs, having recently acquired an eight-color Komori Lithrone S40P perfecter, was honored with one of the ten 2009 CIPPI Awards. Founded in 1937, this company with a work force of approximately 115 and a turnover of about €12,000,000, won the Best Process Automation Implementation – Europe award.

A successful partnership

The award marks the successful outcome of an automation process initiated by Cloître Imprimeurs in February 2007 and



From left: Philippe Fiol (Komori), Marie-Paule Flory (Kodak), Jürg Wieland (Müller Martini), Jean-Yves Lenormand (Cloître Imprimeurs), Patrick Vreven (GamSys), Catherine Ressuge (Komori), Michael Karaoulanis (Kodak), and Olivier Claude (Kodak)

China service network unified

To Komori, although China represents a vast market, the geographical and commercial complexities of the country have required a strategic network consisting of one subsidiary and two additional distributors. These consist of Komori Hong Kong, which also has offices in Shenzhen and Shanghai, and the distributors Infotech, with offices in five cities, and Shanghai-based AFA. This network has served its purpose very well. But the large base of installed presses and the high rate of economic growth in China demanded a single approach for dealing with the varied service requirements of Komori users. This demand has now been met.



Komori One Service Unites China Network



United Komori team of service engineers drawn from Komori Hong Kong, Infotech and AFA

Komori China Service Team: Same team, same Kando

Komori has formed a unified Komori China service team to provide Chinese users with comprehensive services, such as product sales, after-sales service, parts supply, and consulting, under the banner of the Komori brand. The team provides Komori users in China with high-quality services consisting mainly of extended service contracts, a customer call center, and a technical support center.

Extended service contract

Under extended service contracts, Komori maintains the condition of its users' equipment over the long term and guarantees highly efficient productivity and stable quality. Komori's extended service contracts include regular maintenance service to maintain equipment in good condition. Komori Preventive Maintenance (KPM) service contracts prevent technical trouble in advance through a complete understanding of the printer's needs. Preventive service provides customers with interactive services, prevents problems through pro-active service, and offers meaningful feedback on the condition of equipment through regular service visits.

Customer call center

The Komori China call center uses cutting-edge communication and management systems to cover the service needs of Komori users in China. One comprehensive system provides complete and efficient, high quality services.

The Komori China call center operates a toll-free 24-hour service hotline five days a week (with plans to make this hotline 24/7). A specialized technical sup-

port team guarantees a quick response to Komori users in China anytime, anywhere. This technical support helps customers maintain optimum production conditions and maximum productivity so that users' equipment generates the highest level of value. The centralized Komori China call center organizes and coordinates service team resources that were previously scattered throughout China. Now, quick responses to difficult issues have improved customer service and customer satisfaction.

Technical support center

How did Komori create such a powerful technical support team? By carefully selecting Chinese engineers with extensive experience, superb technical skills, and an outstanding spirit of service from Komori companies in China and bringing them together with Japanese engineers who reside in China.

The result is a technical support team that places the right people in the right places. A team that differentiates difficult problems from routine technical issues and solves these problems with greater efficiency and precision. Thus, Komori has a team that shares information quickly, trains technical experts, and increases customer satisfaction in this rapidly changing market.

CHINA KANDO SERVICE NETWORK

KOMORI

Komori Hong Kong Ltd.
Komori Printing Machine (Shenzhen) Co., Ltd.
Komori Printing Machine (Shenzhen) Co., Ltd. Shanghai Branch

INFOTECH

Infotech Printing Machine Company, Ltd.

AFA

AFA Printing Machinery Co., Ltd.

Toll-free number (in China only): 4006-15-6088

感動
Kando
Beyond Expectations

KOMORI



LSX40 takes Europe by storm

Komori Open House in Utrecht attracts over 400 printers from 15 countries

In October over 400 printers from throughout Europe visited the Open House at Komori International Europe in Utrecht, which featured demonstrations on four Komori Lithrone presses including the new, larger format Lithrone SX40.

Says European Marketing Manager Philip Dunn: "The Open House was held in conjunction with the opening of our new demonstration annex. And the annex is modelled after the recently opened 3,000-square-meter Graphic Technology Center in Japan. We were truly amazed at the response. We were especially encouraged by the wide geographical spread of our visitors — printers came from over 15 countries — as far afield as Russia, Bulgaria, Poland, Israel and Iran, and included over one hundred from Germany, where we are currently experiencing a substantial increase in sales!"

Full lineup of partners

The event featured continuous demonstrations on four Komori Lithrone presses as well as JDF and networking presentations. Also partnering with Komori at the Open House were Kodak, Nordson, ATC, Technotrans, Rainbow, Proost & Brandt, and Komori specialist subsidiary Komori Currency Technology — which has recently gained significant new orders for its double-deck CP perfecter, the currency and security press utilizing the same technology as the Lithrone 40SP dedicated perfecter.

Getting ready for the recovery

Concludes Mr. Dunn: "Printers were especially interested in the 18,000sph UV printing on the six-color Lithrone SX40 with coater and the perfecting demonstrations on the Lithrone eight-color 40P perfecter. It seems to us that serious, open-minded evaluation is now being made throughout Europe as printers look toward new, higher productivity technology with greater automation to ensure that they can compete effectively in the post-recession marketplace. The fast makeready benefits provided by the Komori KHS-AI system, which was demonstrated on all four of our Lithrones, also proved a big hit."

KGC Inaugurated

Komori Graphic Technology Center at the Tsukuba Plant



The Komori Graphic Technology Center (KGC) opened at the Tsukuba Plant on October 10, 2009. At the unveiling ceremony, President Komori spoke to a gathering of Japanese printers, other printing organizations and companies, and the press.

The role of KGC is to promote the realization of a "company that provides Kando to its customers," which is Komori Corporation's management philosophy, and to function as the core institution of the Komori Group for architecting and conducting research and development on printing and printing press technologies as well as for technical training.

The four functions of KGC are:

- To provide customers the opportunity to evaluate Komori systems through tests and demonstrations — the Demonstration Center
- To educate customers about printing technology, both hardware and software — the Printing College & DoNet
- To train production and service experts to provide technical support worldwide — the Technical Training Center
- To perform research on printing technology, including collaborations with universities and manufacturers — the Printing R&D Center

By organically unifying these four functions into KGC, the company will teach customers worldwide how to correctly use Komori products. The center will facilitate quick and accurate responses to questions from individual users. Also, by establishing the KGC Knowledge Bank, the new center will collect and process information from throughout the graphic arts industry and provide information from Komori to the industry.

The opening of KGC is a milestone for Komori and the Tsukuba Plant, signifying a renewed determination to provide Kando to customers by exceeding all expectations. Look for a complete feature article on KGC that will be carried in *On Press* No. 70, to be published in August 2010.

IPEX 2010

New presses, new processes and new technologies.

Join Komori at IPEX 2010 for exciting demos of new products and information on the latest technologies and solutions for sheetfed and web offset.

Then drop by the On Press Desk for an extra serving of Kando.

**See you in
Birmingham,
UK!**

**May 18–25
NEC**

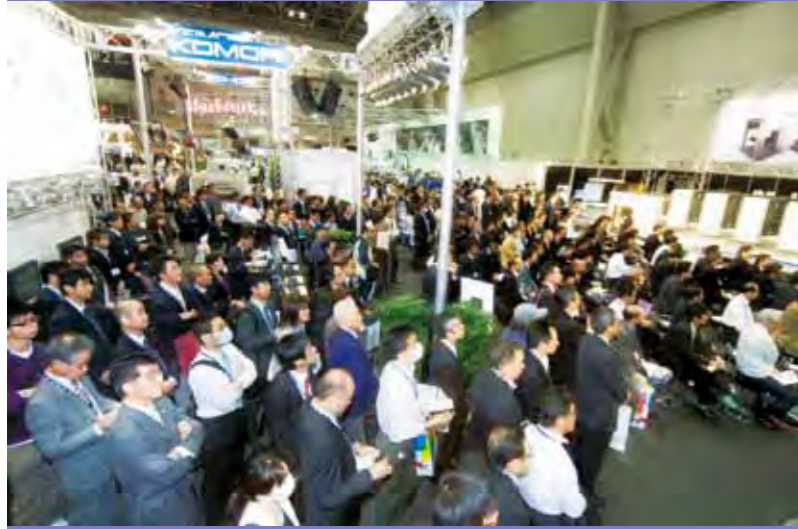
**Spectacular
Kando**



JGAS 2009

October 6 to 10, Tokyo, Japan

The Japan Graphic Arts Show '09 was held at Tokyo's Big Sight in October and Komori pulled out all the stops. Under the theme 'Komori Solutions,' a brand new Lithrone S32 demonstrated Komori's new Hybrid-UV solution, a full-spec LS40 showed competence with both light and heavy stocks, and a Spica 429P-W was put through its paces. Demonstrations were SRO throughout the show.



PRINT EXPO

October 20 to 23
Johannesburg, South Africa



Komori's distributor in South Africa, Kemtek, featured prominently at the recent Print Expo in Johannesburg, where it demonstrated a Komori five-color Spica 29P perfecter.

SHOW REPORTS

POLYGRAPHINTER

October 28 to November 3, Moscow, Russia



Polygraphinter 2009 in Moscow, Russia, was the venue for the development concept of the 'Effective Print Shop' by YAM International, Komori's partner in Russia and the CIS. A Lithrone S529+C and a Spica 429P printed five different jobs with different colors on different papers in different formats with different in-line effects.



PRINT 09

September 11 to 16, Chicago, US



Print 09 was held in Chicago's McCormick Place from September 11 to 16, and Komori America presented a full display of three key machines – a six-color Lithrone SX40 with coater, a six-color Lithrone SX29 with coater, and a five-color Spica 29P. Special zones highlighted Komori web presses, Komori-Chambon, DoNet and KHS-AI.



CHINA ZHENGZHOU PRINTING & PACKING PRODUCT EXPO 2009

September 25 to 27, Zhengzhou, Henan, China

Zhengzhou, the capital of Henan Province, China, was the site of the China Zhengzhou Printing and Packing Product Expo 2009 held from September 25 to 27. Infotech, one of Komori's Chinese distributors, displayed a four-color Lithrone S40 to very enthusiastic crowds of visitors on a 252-square-meter stand. Infotech reported strong interest in this advanced machine from regional printers.





Mitsuo Katsui
Graphic Designer

Born in Tokyo in 1931. Graduated from Tokyo University of Education. After working for Ajinomoto Co. Inc., Katsui became a freelancer in 1961. He worked as an art director to oversee graphic designing for the Japan World Exposition in Osaka (1970), the International Ocean Exposition in Okinawa (1975), the International Exposition of Science and Technology in Tsukuba (1985), and also designed an emblem for the International Garden and Greenery Exposition in Osaka (1990). He has developed a new ambit in communication with technological expression.

Professor emeritus at Musashino Art University; Director of Chameleon Project; President of JAGDA; Member of Board of Directors of Japan Display Association; Member of Tokyo ADC, NY ADC, and AGI.

Recipient of the Mainichi Design Award, the ADC Members' Award, the Kodansha publications Cultural Award, the Education Minister's Art Encouragement Prize of Art, the Yamana Award of Japan Advertising Club, Gold Prize at NY ADC, the Medal with a Purple Ribbon, Order of the Rising Sun-Small Ribbon, Katsumi Masaru Award, MITI Minister's Award of Merit in Design, Yusaku Kamekura Design Award, Grand Prix at Biennials of Lahti, Brno, Mexico, and Warsaw, Golden Letter at the Exhibition of the Most Beautiful Book-Leipzig, and many more. CG exhibition "APE CALL from TOKYO" in NY in 1990; solo exhibitions in Warsaw in 1996; Beijing and Shanghai in 1998; solo exhibition, "VISIONARY ∞ ZONE: MITSUO KATSUI" at Toyama Prefecture Museum of Modern Art in 2004; "The appearance of light: Mitsuo Katsui" at Ikeda Museum of 20th Century Art in 2008. Coauthor of "The World's Graphic Design 6" (pub. by Kodansha Ltd., 1975); author of "mitsuo katsui: visionary ∞ scape" (pub. by Sendenkaigi Co. Ltd., 2003); editorial for "Modern Design Dictionary" (pub. by Heibonsha Ltd.), "ALTERED SOIL" (pub. by Katsui Design Office, 2002) and others.



2010 KOMORI CALENDAR

DAWNING

BIRTH: FIRST LIGHT

Komori's 2010 calendar features depictions of printing machines and their parts.

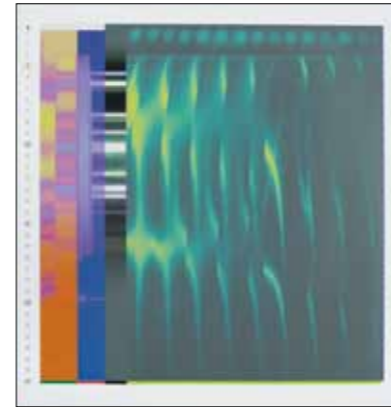
Upon instantly passing through a printing machine, what was once a sheet of blank white paper is transformed into a record of visual expression. The time required for the printing process itself is so short that it is veritably instantaneous. Years of research and hard work go into the development of a printing machine, and a myriad of delicate operations can be carried out in a single moment. The amazing process of reproducing a variety of images in vivid colors on paper with a thickness of merely 0.04 mm boasts of ultimate detail and accuracy.

Observing the process involved in the production of a high-precision printing machine, I experienced the same kind of wonder one feels when witnessing the birth of a child. A printing machine, indeed, seems to be a living creature. The body of the machine is sturdy and exquisitely made, and its countless components are fitted into its frame like so many cells and muscles. When electricity finally flows into its heart, the machine springs to life to take its first step as a member of society.

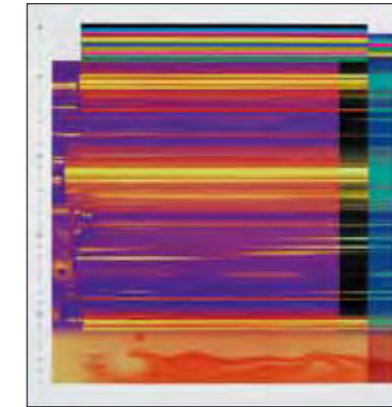
All the forms and movements that are hidden within the body of a printing machine served as inspirations for these paintings. I trust that they might reveal something new.

I have entitled the calendar "DAWNING" BIRTH: FIRST LIGHT.

Mitsuo Katsui, Katsui Design Office



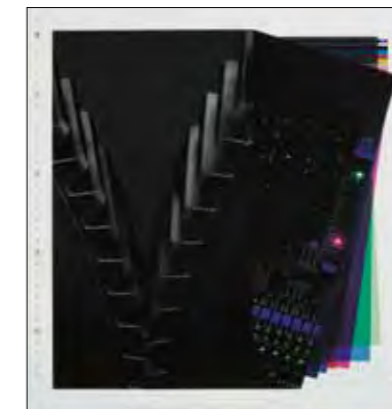
January-February: Serenity
Shiny silvery hues represent the high-speed, precise rotation of the cylinder of a printing press. Despite its furious rotation, the cylinder seems to be standing still, possessing an air of tranquil serenity.



July-August: Radiance
The brilliant purple dominating this work is representative of the dazzling colors that are produced when the ink comes into contact with the plate. The work is radiance itself, and seems to exude heat.



March-April: Flow
Yellow – the color of sunlight – is used as the base color here to convey the brilliant hues that ink can produce. The movement of ink is one of flowing beauty.



September-October: Pulse
Gears that drive the cylinders and the electronics that pilot the press. Commands are relayed throughout the sophisticated machine. To represent this invisible process, the precisely rotating gears and the electronics seem to float in deep outer space.



May-June: Echoes
The broad bands of blue suggest the durability that is so important in the frame, the skeleton of the press. The shaft minutely synchronizes the movement of each part while accurately rotating.



November-December: Brilliance
The contrast between green and gold stresses the importance of the gears that power the rollers. The gears seen close-up possess a dynamic power, and as the source of roller motion they seem to be essentially breathing.